Erfan Loghmani

Curriculum Vitae/Resume

Methods

Causal Inference, Active Learning, Machine Learning, Econometrics

Research Interests

Digital Marketing, Experimentation, Advertising, Health Economics and Public Policy, Behavioral Economics

Education

2021–present **Ph.D. in Quantitative Marketing**, *University of Washington - Michael G. Foster School of Business*, Current GPA: 3.81.

Relevant courses: Microeconomics & Econometrics Sequence, Interactive Learning, Dynamic Choice Models, Applied Microeconomics, Non-cooperative Game Theory, Natural Language Processing, Empirical Industrial Organization, Machine Learning for Big Data, Seminar on Machine Learning Methods

Advisor: Prof. Ali Goli

2021–2024 **Master of Science in Business Administration**, *University of Washington - Michael G. Foster School of Business*, Seattle WA.

2018–2021 **Master of Science in Artificial Intelligence**, *Sharif University of Technology*, Tehran Iran.

Advisor: Prof. MohammadAmin Fazli

2014–2018 **Bachelor of Science in Computer Engineering**, *Sharif University of Technology*, Tehran Iran.

Papers

- Jain, L., Li, Z., **Loghmani, E.**, Mason, B., Yoganarasimhan, H. (2024). "Effective Adaptive Exploration of Prices and Promotions in Choice-Based Demand Models," **Marketing Science** DOI: mksc.2023.0322
- **Loghmani, E.** and Goli, A., "Investigating the Impact of Advertising on Smoking Cessation: The Role of DTC Prescription Drug Advertising," Conditionally Accepted at **Marketing Science**, Available at SSRN
- Gastinger, J., Huang, S., Galkin, M., **Loghmani, E.**, Parviz, A., Poursafaei, F., Danovitch, J., Rossi, E., Koutis, I., Stuckenschmidt, H., Rabbany, R., Rabusseau, G. (2024). "TGB 2.0: A Benchmark for Learning on Temporal Knowledge Graphs and Heterogeneous Graphs," Accepted at **Datasets and Benchmarks Track of the NeuRIPS 2024 Conference**, Available at arXiv
- **Loghmani, E.** (2025). Aligning Language Models with Observational Data: Opportunities and Risks from a Causal Perspective, Available at arXiv
- Fazli, M., Alian, P., Owfi, A., **Loghmani, E.** (2024), "RPS: Portfolio Asset Selection using Graph based Representation Learning," *Intelligent Systems with Applications*, 200348. DOI: j.iswa.2024.200348

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- **Loghmani, E.**, Fazli, M., "Effect of Choosing Loss Function when Using T-batching for Representation Learning on Dynamic Networks," second round review at *Information Sciences*, Available at arXiv

Honors and Awards

2025 James B. Wiley Endowed PhD Fellowship in Marketing, University of Washington

2024-2025 The Evert McCabe Endowed Fellowship Program in Private Enterprise, University of Washington

Presentations

Investigating the Impact of Advertising on Smoking Cessation: The Role of Direct-to-Consumer Prescription Drug Advertising

2025 Tobacco Online Policy Seminar (TOPS) Recording available on Youtube

2024 Program In Health Economics And Outcomes Research Methodologies (PHEnOM) at UW CHOICE

2024 UW-UBC Joint Marketing Conference

Teaching Experience

Teaching assistant — Customer Analytics, Winter 2024

Teaching assistant — Pricing Strategy and Analytics, Spring 2022, Winter 2023, Fall 2024

Teaching assistant — Customer Analytics, Fall 2022

Teaching assistant — Analytics for Marketing Decisions, Winter 2022

Work Experience

Data Science Intern — **Stackline**, *January 2025 - May 2025*.
During my internship at Stackline, I applied econometric and causal inference methods to analyze how different application components impacted user behavior. I uncovered causal relationships that helped identify the value of specific product features. As part of this work, I identified the causal effects of loyalty programs on customer purchasing decisions, both within the same product category and across different categories.

Technical Team Member — **Rooberah.co**, *July 2019 - July 2020, June 2021 - August 2021*.
At Rooberah.co, I played a key role in the development of a Software as a Service (SaaS) platform aimed at boosting online store sales through the utilization of experimentation and machine learning techniques like recommender systems. My primary responsibility involved designing and implementing innovative features. Throughout my term, I demonstrated my proficiency in coding and my ability to translate complex algorithms into practical solutions within a dynamic and fast-paced environment.

Software Engineer — **Pushe.co**, *May 2018 - February 2019*.
At Pushe.co, I started as a backend developer, utilizing the Django web framework to create robust web applications. Later, I joined the Data team, where I designed and implemented data science methods for fraud detection and CTR prediction. Through machine learning and statistical modeling, I contributed to data-driven decision-making. My experience at Pushe.co showcased my versatility in software engineering and data science, delivering valuable solutions.

Computer skills

Advanced — PYTHON (PyTorch, Tensorflow, Pandas), C/C++

Intermediate — R, Stata, Matlab, Bash, PHP, javascript, Java, HTML, LaTeX, Linux

Familiar with — Octave, Scala

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